

US Army Heritage and Education Center (AHEC)
Attn: VES
950 Soldiers Drive, Carlisle Barracks, Pennsylvania 17013-5021



Internship Opportunities 2006-2007 Marketing Plan Development – Historical Productions US Army Heritage & Education Center

Objectives: Develop practical marketing skills for use in public history institutions and organizations.

Background: The U.S. Army Heritage & Education Center (AHEC) has been the site from several historical productions which later appeared on the History Channel and PBS, and has been a research source for many others. The AHEC hopes to expand that dimension of its mission through a focused marketing campaign directed at the production companies that make these historical documentaries and programs.

Requirement: Develop a marketing plan for approaching producers of historical documentaries such as those used by the History Channel and PBS to entice them to use AHEC facilities.

Support: AHEC will provide information and contacts for events that have been filmed here recently, and background information on the types of events to be filmed.

Product: Student will produce a marketing plan and press kit which will be used to approach producers of documentaries and other similar cultural presentations. This plan should be flexible enough to be used for a variety of different events, including lectures, public events, and day-to-day business.

Applicability: This internship is applicable for either public history or marketing majors.

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